



FOR IMMEDIATE RELEASE

June 28, 2006

Mayor Sanders Applauds Council President Peters’ Innovative “Ambassador” Program

SAN DIEGO – With summer in full swing, thousands of residents and visitors are flocking to San Diego’s beaches. Between sunbathers, surfers and organized activities such as surf camps, our beaches can get pretty crowded.

In response to complaints that unauthorized surf camps and other businesses were crowding local beaches, Council President Scott Peters launched an innovative program in 2004 at La Jolla Shores that’s now being used at other City beaches. Retailers who rent beach equipment and operators of surf camps pay a portion of their revenues to the City to fund an “ambassador” program, staffed by the lifeguard service, which monitors businesses for compliance and safety regulations and curtails illegal commercial activity.

The program was extremely successful at La Jolla Shores, which encouraged the City Council to expand the program to Pacific Beach and Ocean Beach. This program is a great way to maintain access to our local beaches without diverting funds from other important public safety programs.

###